

Possible Points	Attachment A Sample Written Response Scoring Sheet
	The vendor submitted a summary of the hiring agency's needs and objectives.
	Vendor submitted a comprehensive outline for accomplishing each project component by providing a plan that demonstrates clear objectives and activities. The work plan included realistic and measurable deadlines.
	The vendor submitted a media synopsis that encompasses a demographic breakdown of the target audience populations as indicated by the hiring agency. The synopsis identified the primary and secondary target audiences and suggest the specific print, radio and television, and other media avenues to deliver project messaging.
	Vendor recommended a strategy that is likely to achieve the desired overall impact.
	Vendor reviewed and incorporated existing campaign(s) where appropriate.
	Vendor indicated a willingness to work collaboratively with agency designees to maximize the campaign's impact and sustain the desired message(s).
	Vendor presented a strategy that will maximize the exposure to target audience(s) and methods for campaign outcomes
	Vendor assigned sufficient staff to manage the project with other qualified personnel available as needed.
	Vendor presented a work plan to meet the project timeline set forth by the agency
	Vendor provided measurable evaluation methods for campaign outcomes.
	Total Score

NAME: _____ DATE: _____

SIGNATURE: _____